



THE ADHESIVE AND SEALANT COUNCIL, INC.

## **FOR IMMEDIATE RELEASE**

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### **The World Adhesive and Sealant Community Comes Together for WAC**

Bethesda, MD (December 5, 2007) – Every four years, the international adhesive and sealant community gathers to showcase the latest industry innovations, exchange business practices and advance the industry through international relations at an event known as the World Adhesive Conference and Expo (WAC). WAC rotates among the various international trade associations that represent the industry, and in 2008 for the first time in over a decade, WAC will take place on American soil. The Adhesive and Sealant Council, Inc. (ASC) is hosting the event from April 20 – 23, 2008 in Miami, FL.

“ASC is honored to host WAC 2008,” states ASC President Lawrence Sloan. “The last time ASC organized the international event was 12 years ago in San Francisco, CA. It was a very successful conference, but we have every intention of orchestrating the best international adhesive and sealant event to date.”

To this end, ASC recognized the importance of globalization by purposefully seeking convention speakers from around the world. The latest industry trends, such as “green”, end-user technology and reactive adhesives, are discussed from an international perspective. In addition to seeking a diverse group of speakers, ASC is also providing numerous opportunities for attendees to network.

“We have always tried to create conventions that balance education and networking. Allowing attendees to cultivate and nurture business relationships is just as important as any educational value conferences provide. This is a philosophy we’ve carried to WAC,” Sloan stated.

Accordingly, several networking opportunities are in the works that will allow WAC attendees, who represent countries from around the world, to mix and mingle. From a poolside welcome reception to the ASC 50<sup>th</sup> anniversary celebration, there are numerous organized social events and plenty of opportunities for attendees to make contacts on their own.

WAC is co-sponsored by trade associations from around the world, who share ASC's core competency of representing and advocating for the adhesive and sealant industry. From Canada to China, it is the global nature of WAC that truly makes it such a remarkable event. A complete list of co-sponsors and the countries they represent can be found at [www.ascouncil.org/industry/WAC/coorganizers.cfm](http://www.ascouncil.org/industry/WAC/coorganizers.cfm).

The global nature of the event brings more than just the support of international associations and "glue" companies. Various members of the trade press and academic community have been valuable contributors to the WAC program and promotional efforts. Most notably, ASI magazine has stepped up as the conference media partner and truly worked to ensure the success of the conference.

"WAC unites the entire industry," Sloan commented. "From the reporters who cover chemical news to the scientist working on advances in adhesion science, WAC has value for everyone in the industry."

Due to the anticipated turn out, attendees are encouraged to register and book their hotel rooms as soon as possible. The latest information and news on WAC, is always available at [www.ascouncil.org/industry/WAC/](http://www.ascouncil.org/industry/WAC/).

"In 2008, ASC will have represented the American adhesive and sealant industry for 50 years. We'll be bringing this experience and understanding of the industry to WAC, so attendees can expect remarkable things. This is going to be one of those once in a lifetime events."

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The Adhesive and Sealant Council, Inc. (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. Today, ASC members account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. The Council is comprised of 125 adhesives and sealants manufacturers, raw material and equipment suppliers, and industry consultants. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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